



THE OFFICIAL ORGAN OF THE



INCORPORATED

# THE Credit World

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BY A. J. KRUSE, 613 LOCUST STREET, ST. LOUIS, MO.

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ST. LOUIS, MO., APRIL 6, 1919

No. 8

St. Paul—Convention City—August 19, 20, 21, 22

## CREDIT MEN STIRRED BY BAD CHECK EVIL

IN every city throughout the country the credit men have been much disturbed by "bad check artists." Mr. Credit Man, why cash checks for strangers? Why give an individual cash or merchandise on a "check"—a promise to pay—when you would require references and investigation before giving him a credit account?

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# THE CREDIT WORLD

Official organ of the  
RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

Issued monthly by  
A. J. KRUSE, Editor, St. Louis, Mo.

THREE DOLLARS PER YEAR

Entered as second-class matter November 4, 1916, at the postoffice at  
St. Louis, Mo., under Act of March 3, 1879.

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## MAKING PROGRESS

The Leaders—E. A. Howell for the West.  
F. A. Dicks of Missouri for States, and  
Worcester for the Association.

Rapid growth is being reported from all quarters—the mail daily shows new gains. Springfield, Missouri; Wichita, Kansas; Chicago, Ill.; Battle Creek, Michigan; and Fort Worth, Texas, are new Associations reporting big gains. **FOUR** months until the Convention—All together for an attack—"Over the Top."

### A Big Surprise Next Month in New Members!

Membership trophies will be awarded as follows:

- To the State Chairman reporting largest number of new members;
- To the Affiliated Association reporting the largest number of new members;
- and
- To All Individual workers reporting ten or more new members the Gold Lapel Button of the National Association.

		DIVISIONS	
	New Paid Members Feb. 1, 1919		Chairman
WESTERN STATES.....	300	E. A. Howell, Asst. Ret. Credit Men, Denver.	
SOUTHWESTERN STATES.....	125	A. D. McMullen, City Retailers, Oklahoma City.	
NORTHEASTERN STATES.....	108	H. W. Hatch, c/o Gilchrist Co., Boston.	
CENTRAL STATES.....	68	R. Adams, c/o Wm. Taylor & Sons, Cleveland.	
NORTHERN STATES.....	44	B. W. Prusiner, c/o Davidson Bros., Sioux City	
EASTERN STATES.....	30	A. L. Zaduk, c/o Hy. Bendel Co., New York.	
SOUTHERN STATES.....	16	D. C. Gaut, c/o Bry-Block Merc. Co., Memphis.	
		691	

### New Paid Members since August 23, 1918

States	Cities	Totals	States	Cities	Totals
Arkansas.....	Fort Smith.....	2	2	Detroit.....	7
California.....	Berkley.....	1		Highland Park.....	1
	Los Angeles.....	2		Richmond.....	1
	Sacramento.....	1	Minnesota.....	Minneapolis.....	11
	Santa Barbara.....	1			
Colorado.....	Pueblo.....	20	Missouri.....	Kansas City.....	46
	Denver.....	84		Springfield.....	57
Connecticut.....	New Haven.....	1		St. Joseph.....	8
District of Columbia.....	Washington.....	1		St. Louis.....	16
Florida.....	Jacksonville.....	4	Nebraska.....	Hastings.....	2
Georgia.....	Atlanta.....	7		Omaha.....	22
Idaho.....	Lewiston.....	1		Grand Island.....	1
Illinois.....	Rockford.....	1		Lincoln.....	18
	Chicago.....	24			
Iowa.....	Des Moines.....	5	New York.....	Rochester.....	1
	Clinton.....	1		Buffalo.....	2
	Sioux City.....	24		New York.....	13
Kansas.....	Wichita.....	21		Newark.....	1
Louisiana.....	Alexandria.....	1	New Jersey.....	North Forks.....	1
	New Orleans.....	7			
	Shreveport.....	12	North Dakota.....	North Forks.....	1
Indiana.....	Indianapolis.....	1			
Massachusetts.....	Holyoke.....	1	Oklahoma.....	Enid.....	9
	Boston.....	7		Oklahoma City.....	2
	New Bedford.....	1		Tulsa.....	24
	Worcester.....	98	Ohio.....	Akron.....	7
Maryland.....	Baltimore.....	1		Cleveland.....	5
				Columbus.....	19
				Youngstown.....	1
			Pennsylvania.....	Bethlehem.....	1
				Pittsburgh.....	11
			Tennessee.....	Johnson City.....	1
				Memphis.....	4
			Texas.....	Fort Worth.....	46
				San Antonio.....	12
				Dallas.....	10
			Wyoming.....	Cheyenne.....	1
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## FOREIGN CREDIT CO-OPERATION

By J. S. Watson, President Associated Retail Credit Men of Detroit.

TO THE MEMBERS OF THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION:

As President of The Associated Retail Credit Men of Detroit, I am very much interested in formulating a definite plan to be used by all our Branches in securing Foreign Credit Information.

Most of our Associations are very well organized and we are able to secure definite information regarding Local Credit. That is, we find out exactly the store's name giving the information, and we are furnished with at least four (4) up-to-date, fundamental facts regarding the customer's credit.

1. Account Opened—Date.
2. Highest Credit—Exact amount in figures.
3. Habit of Pay—30, 60, 90 or 120 days.
4. Active or Inactive.

These reports are secured in our Detroit Association, and we presume the other branches are using a similar method, which is as follows:

When a customer fills in the credit application blank with local references, we immediately make out slips to the several stores, printed for this purpose, and these are collected by the Association Messenger, who takes them to the Main Office, records them and then takes them to the merchant or merchants to whom the Credit Applicant refers. After these stores make out their report, they are returned immediately by the messenger to the Association Office and a copy of the information is tabulated and the original slips are then returned to the original source.

The point I wish to bring out at this time, is that we receive an individual slip from each and every merchant the applicant refers to, and I cannot see any reason why these same slips cannot be handled in the same manner when getting Foreign Credit Information.

In most cases our local associations seem to be working smoothly, and I feel it is up to all of us to adopt a set method of securing information from other cities. **First, last and always** keep in mind that all communications must go through **your Association Office and not direct to the merchants.**

As an experiment, the writer has been, with the aid of the Commercial Credit Co., Detroit, Mich., which is practically our Association Office, making out the same slips as we use locally, and having these mailed direct from our Association Office

to the Association Office in whatever city we are inquiring.

I find that in most cases our slips are returned with a vague report such as this: Subject 34 years of age; married and two children; well regarded in the neighborhood. Dry Goods store reports moderate account and satisfactory; Furniture store moderate account and satisfactory; Jewelry store reasonable account—perfectly satisfactory; Shoe store O. K. for reasonable wants. Let us analyze this report. First of all, we sent in six slips with different merchants' names on and are entitled to receive these back with an up-to-date report on the same. We expect this from Detroit merchants, so why not from each one of you?

It is very important that a Credit Man try and meet all applicants personally, for you get an impression in this way that is of great value to you in passing on the application. Most of us do this, so that the age of the applicant is pretty well fixed in our mind.

Next, we have Dry Goods store—moderate account and the same from the Furniture store. In the majority of cases, when we write these references, we are not just sure what line of business the store of whom we are inquiring is in, so that it might be well to mention, at this point, that in making our reports we should always mark on the slip just what our business is.

What amount constitutes a moderate account? A small Dry Goods store, and we do not know all of these stores throughout the country, might consider \$25.00 a moderate account, while a large store might consider \$100.00. Again, a moderate account in a Furniture store might be \$100.00 and again might be \$1000.00; so that you see by putting the exact amount in figures on the report, it leaves no question in the Credit Man's mind.

The same question arises in Habit of Pay. Satisfactory to some merchants may be 30, 60 or 90 days, or even up to six (6) months. Consequently, you must realize the importance of stating definitely the length of time it takes a customer to pay his or her account.

I do not care whether a customer has a small, large, moderate or reasonable account, but I do want to know exactly in figures the highest amount of credit extended, and also the exact length of time they take to pay their accounts.

To handle this matter in the proper way, we must have the co-operation of every member of

the Retail Credit Men's National Association, **The Lincoln Highway of the Credit Men.**

The first merchant a customer applies to for credit, is requested to turn in as many slips as the references given, and forward these to the local office, who, in turn, will mail the same to the Foreign Office to which we have been referred, and we hope that these offices throughout the country will make it their business to see that these same slips are sent to the individual firms and have them give an up-to-date report answering the following questions:

1. Account Opened—Date.
2. Highest Credit—Exact amount in figures.
3. Habit of Pay—30, 60, 90 or 120 days.
4. Active or Inactive.

When these are returned and recorded in our local office, they are then sent back to the original source, and if this same customer goes to one or ten stores in our city, she can state that her references have been looked up and are on record in the local office.

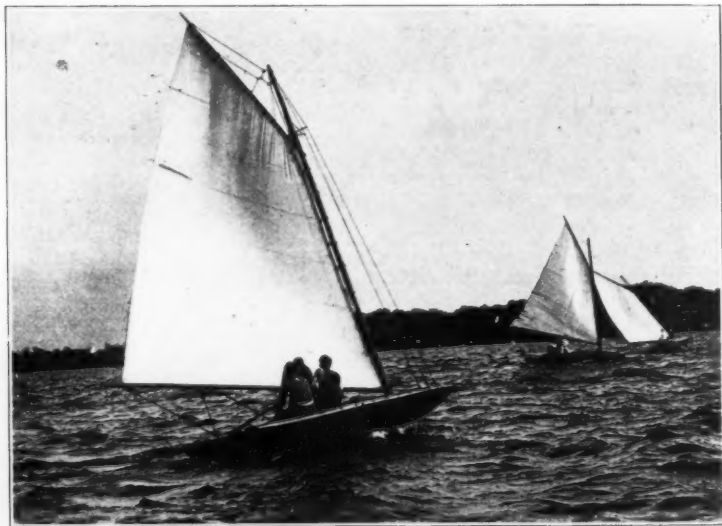
In most cases today in order to get a **definite report**, this is what happens: A new resident

applies for credit at five (5) of our local stores the same day, and gives each one the same five, foreign references. The five stores here each send five separate letters of inquiry direct to the five foreign references, making twenty-five letters at six cents each for return postage, or a total cost of \$1.50. Under co-operative methods, one letter from our local office to the foreign office will accomplish the same purpose and only costs six cents. These are times when we wish to save as much time and money as possible, and I can see no better way to do so than by all adopting a uniform method of securing Foreign Credit Information.

The writer has tried to cover this question thoroughly in a few words, but if there are any others having any ideas along this line, he will be very glad to have them write through the pages of our "Credit World", for there is no time like the present to bring about this very important change in our system.

CO-OPERATION is the great cry of our country today, and we hope that this co-operation will not stop in the Local Association.

## THE SAINT PAUL CONVENTION



Spend a happy vacation in Minnesota this summer. There are lakes—10,000 in number—where fishing, boating, hiking and hunting abound. Or, if you wish just a quiet, restful time, you may have that, too. Combine with your vacation, your trip to Saint Paul and the National Convention. Above is one of the many scenes within an hour's trolley ride from Saint Paul.



## CREDIT IN BUSINESS

By Miss Helen M. Lehman, Educational Director of Tiche-Goettinger Co.  
Dallas, Texas

### Necessity for Credit.

Credit is necessary in modern business. The day is past when the same moment marked the handing over of the beaver skin and the beads given in exchange for it. The complexity and intensity of present day living and business demands confidence as the basis of all its relations.

In order for business to be carried on, men must trust each other. All business organizations must command respect through honorable and honest transactions of business quite largely credit.

Originally, in the early development of credit in business, contracts, even as now, were entered into by the interested parties. Civil Law held each strictly to the agreement. This was then the only way to force payment of indebtedness. Gradually, as men are influenced by a higher code of morals, written contracts became less necessary and binding and the unwritten law of business ethics takes their place. One party or organization trusts the other to be honest and give the "square deal". If either does not, it automatically black-balls itself from the polite society of business, and black-lists itself among the credited organizations of business life.

### Psychological Basis of Credit.

In development of the credit system in business, society has taken advantage of the psychological law of suggestion. In law a man is considered innocent until he has proved himself guilty. In business he is considered honest until he brands himself dishonest. Being considered honest suggests to him that he is honest and to society in general that honesty is the best policy. Accordingly, the large majority respond by honesty in all business transactions.

### Importance of Credit Department.

The trend toward expansion of business through credit makes the Credit Department and its representative, the Credit Man, of vital importance.

The organization doing business on credit is as high in the community as its credit man. His success depends upon his desire to understand human nature and his ability to invite and hold the confidence of the public—a happy combination of qualities which is partly natural and partly acquired. In general, his guide in giving credit is, as an authority put it "the paying ability, the stability of character and moral responsibility of his prospect" or the "three C's"—capacity, capital and character.

The individual and sympathetic application of this general principal is, however, what distinguishes the reputable and successful credit man. This demands special interest in each particular case and a constant detailed study of individual and community conditions. The representative credit man is for this reason a man fond of people and society, enjoying social contact and profiting professionally by his mixing with his fellow men. As he does so he aims to impress those he meets as a man not only genial in disposition, but of high character, thus making permanent, reliable friends for his house through his social as well as business life.

He is, moreover, a man of strictest business confidence, respecting the reputation of those he deals with. He is shrewd, tactful, systematic and above all, progressive and open minded. It is such and many other qualities, natural or acquired, which combine to give him that gift, as rare as it is essential to the truly successful credit man—GOOD JUDGMENT.

We say "a man's judgment is never better than his information." The credit man can never know too many people, too much about his "job" or too much about what is going on around him. He is the customer's judge and the firm's legal adviser.

### Effect of Credit.

The permanent and constructive effect of credit is two-fold: It increases business, and what is even more significant, develops in the individual and community a higher sense of morals in business transactions. The latter it does by encouraging honesty and punishing dishonesty. The former it effects by proving that the "expenditures of today are the economies of tomorrow." And so even though losing a certain per cent of money through bad debts, for which the firm provides in planning its expense budget, the profit increases from year to year through encouraging and inviting credit.

### The Retail Credit Man.

The retail credit man—because of the nature of retail business, with its detail and varying conditions—is peculiarly dependent upon carefully worked out, up-to-date and tirelessly applied system of doing business. The constant changing of customers, and the fact that bills are smaller and more numerous than in wholesale business and consequently often considered less important, calls for minutely accurate records and practical

methods of opening up new accounts and collecting bills.

Through the credit system, the word and honor of the house is at stake. Hence the necessity for up-to-date filing systems, correct monthly statements, honest and tactful collectors and courteous, persuasive letters of collection, all of which goes far to inspire the confidence of the public and hold and increase its patronage.

Intelligent co-operation must exist between the employees and the credit man, because they so often represent him in the opening of smaller accounts and in the protection of charge customers against dishonest use of their accounts. If he is a capable executive he will realize this and see that all employees, however minor, if at all connected with his department, are trained to thus offer such intelligent and sympathetic co-operation.

All enterprising businesses, like all permanent movements, center about a personality. The firm's credit business is as strong and as big as its representative—the credit man—makes it.

Recognizing the necessity for, and the advantages of credit, he looks upon his position as one of vital importance and exceptional dignity. He sees in it development and power.

Knowing that the truest joy and satisfaction he can ever know comes from the full, free and noble putting forth of his best powers, he fills his position to his highest ability. He studies and takes advantage of the psychological law of the power of suggestion on which he sees the whole system of credit is based.

He makes himself, in personally, the embodiment of what he expects his patrons to be in personal and community morals or ethics of business. He feels himself to be their leader and example. He trains those under him to extend, to the individual customer, the same service through credit, which he himself offers for his house. As the result he becomes a truly constructive factor in increasing business, never limiting it. He is the business builder for his firm and for his community and nation, a developer of higher sense of honor in individual and business life.

## GARY, THE WONDER CITY OF STEEL, GETS ON THE MAP

Submitted by J. D. Kemper of H. Alschuler Co., Gary, Ind.

Thirteen years ago three civil engineers arrived on the spot where Gary now stands, and pitched their tents in the sands preparatory to laying out the city to be built there. Today on the same spot, rests a modern city of 70,000 people, representing practically every nationality under the sun. Truly an American city in that it is one of the most cosmopolitan towns in the United States.

All of the time this rapid growth has been going on, there has come to and gone from this remarkable place, countless numbers of adventurers, dead beats, crooks and various other enemies of society.

For the past two years the writer has endeavored to get the merchants of Gary together for the purpose of forming an association of credit men. Most of those approached were heartily in favor of the proposition, but all lacked the enthusiasm to get out and help bring it to a successful termination. Two or three were interested to the extent of affiliating with the Retail Credit Men's National Association, but it remained for a newcomer to put it across.

About one year ago the Gary Commercial Club underwent a re-organization, and a new secretary-manager was secured, Mr. L. B. Judson, a man of excellent personality and an all-around "live wire." Various bureaus were organized under

the new regime, including the Retail Merchants' Bureau. Out of this particular bureau has sprung the Gary Commercial Club Retail Credit Bureau, which numbers among its members most of the representative business firms of Gary.

At the office of the Commercial Club the Credit Bureau is established with a master index of thousands of names of Gary people who have had credit dealings with Gary merchants. A business bulletin is published every month, giving the real estate transfers, mortgages recorded, removals of people to and from as well as about the city, and other information of value to the credit man. This is the first and only representative retail credit bureau that has ever been established in this city, and backed as it is by the Commercial Club with a membership of 1000 business and professional men, it is proving a great success.

Gary—a mill town—houses thousands of "fly-by-nights," men who are here today and gone tomorrow. It is these who have victimized the Gary merchants in the past and it is to these that the Retail Credit Bureau has issued warning that the day of the dead beat in Gary has passed.

And now the Retail Credit Bureau has become a member of the Retail Credit Men's National Association and has placed Gary on the map to the credit men who will want to trace those of their "skips" who have sought this magic city of steel as a landing place.



## THE NECESSITY OF PROPER LIMITS ON CHARGE ACCOUNTS

By Mr. Beatty of the Merchants and Manufacturers' Assn., Washington, D. C.

While we have before us the account closed on account of length of time taken in settlement, let us ask ourselves: What caused this patron to become so slow in settling her account that I must term her undesirable? Could I have helped her to become a prompt payer and a desirable customer?

Let us also review those accounts which we have had to write off our books and ask ourselves: What caused this patron to become unable to pay this account? Could I have made it possible for her to pay?

I am sure, in the majority of cases, we will find that through lack of placing a proper limit on our accounts and not properly observing this limit, we have allowed our charge patrons to purchase unwisely, in excess of what they can afford, thereby creating this expensive, slow-paying account and the account which cannot pay.

I cannot help but feel that the credit department stands today, before its employers and the community, arraigned of being directly responsible for the above conditions.

We must clear our department of this charge of fostering extravagance, of creating a community of bad payers, of causing our employers the expense of high collections and maximum bad debt loss. We can, to a good degree, prevent these evils by placing a proper limit on our charge accounts and educating the patron to observe that limit.

What is the proper selling limit of a charge account? Is it that amount which you believe your patron will pay you eventually, because you believe her to be honest?

No!

The proper selling limit of a charge account is that amount which your patron can pay you promptly. It is not preferred that you allow your patron to purchase in excess of this amount, but in the case of an established customer, if we are called upon to do so, pass only on the basis of past pay experience plus up-to-date information as to income available and total indebtedness carried elsewhere, and then pass only to an amount which experience has taught you your patron can pay within sixty days.

It is wrong that we allow the man and woman of limited income to purchase more than they can pay in sixty days. It is more desirable that we

limit their purchases to what they can pay within one month.

To sell our patrons without proper regard for this limit is to encourage the expensive, slow-paying account, which must be closed eventually as undesirable and to invite that account which cannot hope to pay and must be charged off as loss.

It is not the function of the credit department to sell every dollar that can be collected eventually. Perhaps?

It is the function of the credit department to sell every dollar that can be collected promptly.

It is also the function of the credit department to render a service to the community of which it is a part.

A charge account is a shopping convenience. We may grant this convenience to any patron who can pay promptly and to a reasonable degree of certainty will pay promptly.

We must not, however, allow this convenience of personal credit to become the means of creating extravagance, represented by the expensive, slow-paying account and the account that cannot hope to pay.

It is essential that we have prompt collections.

How can we expect prompt collections when we allow our charge patron to purchase to an amount which she cannot pay promptly?

We are judged by our collection costs and bad debts loss.

How can we expect to keep these losses to a minimum when we invite the patron to unwisely buy more than they can hope to pay?

If we, through zeal for volume, with no regard for quality, are to create of this convenience of personal credit, an institution wherein extravagance is encouraged, wherein our patrons are invited to buy unwisely, in excess of what they can pay promptly and then be termed as undesirable, wherein our employers' working capital is tied up in expensive, slow-paying accounts and endangered by bad debt loss, then, that institution is a vicious institution and must be abolished, and we, as credit men and credit women, stand condemned.

We must assign a proper selling limit to our accounts and intelligently educate our patrons that it is to their good to observe this limit.

We must not forget, what is bad for the patron is also bad for us.

## CHICAGO CREDIT MEN DRAFT TWO NEW LAWS

**One Provides Amendment to Chattel Mortgage Law, While Other Gives Creditors Additional Rights**

The Chicago Credit Men's Association has prepared two laws for the protection of creditors which are to be introduced before the State Congress in session. One of them is an amendment to the chattel mortgage law, which, it is claimed, will discourage fraudulent chattel mortgages. The other is a law giving creditors additional rights in extending credit on the basis of financial statements.

Gilbert F. Wagner, attorney for the association, referring to the amendment to the chattel mortgage law, said:

"Under the present chattel mortgage law it has not been necessary in the State of Illinois that chattel mortgages be recorded at any particular time after execution. As a result very frequently creditors extend to a debtor without having any knowledge or being afforded any record of chattel mortgages. The large proportion of bona fide chattel mortgages are recorded a few days after execution. A very large majority of fraudulent chattel mortgages are not recorded until just shortly before a failure. Very frequently where failures occur it develops that chattel mortgages purporting to be of one or two years' standing were recorded a few days previous to the failure and general creditors were without remedy either in bankruptcy or otherwise to prevent the holder of the mortgage from taking all of the assets to satisfy the claimed indebtedness.

"After giving the matter due consideration, we have come to the conclusion that the Illinois law ought to be amended requiring chattel mortgages to be recorded within twenty days after their execution. This will afford ample time for bona fide chattel mortgages to be recorded and give general creditors of record notice so that they can better determine what, if any, credit should be extended. This amendment is as follows:

"Record-effect of affidavit docket entry. Such mortgage trust deed or other conveyance of personal property acknowledged as provided in this act shall be admitted to record by the Recorder of the County in which the mortgagor shall reside at the time when the instrument is executed and recorded, or in case the mortgagor is not a resident of this State, then in the county where the property is situated and kept within twenty days of the execution thereof, and shall thereupon, if bona fide, be good and valid from the time it is filed for record until the maturity of the entire debt or obligation, or extension thereof made so

hereinafter specified; Provided, such time shall not exceed three years from the filing of the mortgage unless within thirty days next preceding the maturity of said debt or obligation the mortgagor and mortgagee, his or their agent and attorney, shall file for record in the office of the recorder of deeds in the County where the original mortgage is recorded, also with the Justice of the Peace, or his successor, upon whose docket the same was entered, and affidavit setting forth particularly the interest which the mortgagee has by virtue of such mortgage in the property therein mentioned, and if such mortgage is for the payment of money, the amount remaining unpaid thereof, and the time when the same will become due by extension or otherwise; which affidavit shall be recorded by such Recorder and be entered upon the docket of said Justice of the Peace, and thereupon the mortgage lien originally acquired shall be continued and extended for and during the term of one year from the filing of such affidavit or until the maturity of the indebtedness or extension thereof secured by said mortgage; Provided, such time shall not exceed one year from the date of filing such affidavit; Provided, further, that no such mortgage, trust deed or conveyance of personal property shall be valid as against the creditors of the mortgagor unless such mortgage shall be recorded within twenty days of the execution thereof, and any such mortgage, trust deed or conveyance of personal property not recorded within twenty days of the execution thereof shall be fraudulent and void as against the creditors of the mortgagor."

Attorney Wagner, referring to the financial statement law, said: "Laws have been heretofore passed in the State of Illinois relative to the giving of false financial statements. However, before any prosecution could be predicated on a false financial statement or a civil suit brought for liability thereon the burden of proof rested upon the creditor in proving that the statement was false when made. This burden is very difficult for a creditor to assume in proving his case.

"The State of New York some time ago passed a law which shifted this burden of proof under certain facts and circumstances, and the Circuit Court of Appeals of the State of New York has passed upon this law giving it an incorporation which we believe very beneficial to merchandise creditors, by which it was definitely determined that anyone who receives a financial statement in

writing upon the strength of which goods are sold on credit may at any time within ninety days after the account becomes due upon failure to pay the same, request a production of the books referred to in the financial statement, the creditor being permitted to examine the books fully. If the debtor fails to produce the books within ten days after demand such failure is presumptive evidence that the statement was false at the time of making and known to be false by the debtor.

"As we consider a law of this kind very beneficial to creditors in general this same law is being offered for passage to the Legislature of the State of Illinois.

#### The New Law.

"Whenever property shall be purchased by aid of a statement relating to the purchaser's means or ability to pay, made in writing and signed by the party to be charged, and in said statement the party to be charged shall state that he conducts a specified kind of business and keeps books of account of said business, then, if at the expiration of any term of credit obtained by him in so purchasing said property he shall fail to pay for the same, he shall at all times during the period of ninety days subsequent to such failure to pay, upon the request of the persons from whom said property was purchased or their agents duly accredited in writing, produce within ten days after such request is made his said books of account and each and every one of them mentioned or described in said statement and permit the persons from whom said property was purchased, or their

agents duly accredited in writing, to fully examine such books of account and each and every one of them mentioned or described in the statement, and to make copies of any part thereof. Upon such request being made, failure to so produce within ten days said books of account and statement shall be presumptive evidence that each and every pretense relating to the purchaser's means or ability to pay in said statement contained, were false at the time of making said statement and were known to the purchaser to be false."

Credit grantors will, however, have to change the form of their financial statements and it is very questionable whether this law can be made use of except where the financial statement contains full information as to the following:

First—Whether the debtor keeps books.

Second—What the books consist of, setting forth in detail just what the books are.

Third—That the financial statement is made up from the books.

"It is our belief that if credit grantors insist upon the use of the proper form of financial statements and the Legislature passes this law it will not be very long before fewer false financial statements are given as the burdens of proving the statements false is removed from the seller and the burden of proving the statement correct is placed upon the purchaser. It will also eliminate a great deal of trouble in obtaining conviction and at a considerably less expense if the statement proves to be false.—*Women's Wear.*

### CREDIT MEN AS SALESMEN

In a recent issue of the House Organ of a large wholesale concern, the subject of retail credit was given much space. The writer contended that a young man holding a responsible position, paying \$3000 per year, with a good past record for paying his bills promptly, would not be considered a desirable credit risk, as his bank balance had not grown, and while he was not extravagant, he was considered a bad manager as he had not accumulated anything against a rainy day.

A credit man who declines an account on this basis is passing up good business. In the majority of cases, credit is extended entirely on the moral risk and to men and women employed and of no responsibility, but of good character and paying their bills promptly. In fact, progressive credit men consider a risk good where the character and paying habits of the applicant are good and above reproach—responsibility not to occupy the all-important place. As Mr. J. Pierpont Morgan once said, he would rather lend a million dollars to a man who had character, than to one who had assets but of no character—basing the extension of credit to such an individual on the fact that he would not overreach himself, buying in quantities he could take care of, according to his income. Character stands for integrity, capability and honesty. The Retail Credit Man must be a salesman and must help his salesforce.

While it might be wise to urge an individual applying for credit to save part of his salary, investing same for some unforeseen emergency, on the other hand, if purchases are to be made and the applicant stacks up A-1 to specifications, namely—character and promptness in meeting his obligations, it would be foolish for a retail credit man to decline such business.

In talking this matter over with the credit men of the largest St. Louis stores, they all agreed that an applicant such as referred to in the above article, would be a desirable customer. Credit Men's Associations throughout the country will testify that while at times such an individual may meet with misfortune, he invariably faces the situation squarely and through the assistance of the credit men, pays out and re-establishes himself, just as any individual in business, who owing to unforeseen circumstances, finds it necessary to pro-rate payments to creditors until they are liquidated in full.

This kind of an individual must not be confused with the individual who has nothing, who while always paying his bills, pays them slowly and lacks character. Such an applicant is not desirable, as he would be inclined to over-buy and become heavily indebted.

**"Character Creates Credit and Prompt Pay Maintains Credit."**—THE EDITOR.

## LOCAL ASSOCIATION NOTES

### ST. LOUIS

#### Will Appoint Committee to Devise Means to Cope with Bad Check Evil

Drastic action was urged against bad check passers by the Associated Retail Credit Men of St. Louis, according to plans made at a meeting held at the American Hotel last night.

The Association, which is composed of credit men representing over 300 prominent retailers, voted to have a committee appointed to draw up plans to be presented at their next meeting to cope with the serious situation which they say exists in this city in regard to "bad check operatives."

Attorney A. V. Lashly, member of the firm of Holland, Rutledge & Lashly, was introduced by D. Woodlock, of the firm of B. Nugent & Bro. Dry Goods Company and president of the Association, as an authority on the bankruptcy law.

Lashly said that it was an arbitrary statute and while there were many imperfections in the present law, and while all amendments so far have died in committees after having been thoroughly thrashed out, it was designed to help unfortunate people and their creditors.

### COLLECTING A DEAD ONE

The Kansas City Credit Man who put this across must be given credit for having a knockout in both fists. It's worth trying as a court of last resort.

An account had been returned by an attorney as execution proof. Before charging the amount to profit and loss, the credit man referred to his files and found that a bank and several individuals had spoken well of the debtor. So he dictated the following:

"We know you do not intend to pay our account against you, as an attorney has returned the account as uncollectible, further stating that he has several accounts against you and has been unable to collect a cent on any of them. All we want you to do is to write us, stating that you do not intend to pay, and we will charge the account to profit and loss.

"Our reason for making this request is the fact that we trusted you with merchandise on the strength of good name your friends neighbors gave you; your banker said you were honest and would pay your bills promptly and others made the same statement. We want you to write us, refusing to pay the account so that we can write your friends and let them know just how badly they were mistaken in their opinion of you. Awaiting your reply, we are, Yours truly."

### DULUTH

#### Five Delegates Sent to St. Paul Meeting

The Duluth Credit Men and Ladies' Association held a meeting last evening, February 19th, at the Commercial Club, and elected officers as follows: W. B. Brinkman, president; Bruce E. Ainley, vice-president; George C. Fairley, secretary; Jennie C. Lehvorsen, treasurer; Swan Nelson and Charles Nolan, directors. These will hold office for the ensuing year. The executive officers, except the treasurer, are ex-officio directors.

Reports of out-going officers were read. It was decided that four or five representatives of the association will attend a joint meeting of credit men of the Twin Cities and Duluth at St. Paul in March.

The newly installed officers outlined a tentative program indicating greater progress for the association.

The last hour of the meeting was consumed in discussing further steps to be taken in making delinquent debtors pay promptly and to withholding credit from those who are too slow in settling debts. Credit to the worthy was advocated and encouraged, especially to those not prepared to make cash purchases.

### BOSTON

Mr. A. J. Kruse,  
Retail Credit Men's National Association,  
613 Locust St., St. Louis, Mo.

Dear Mr. Kruse:

At a meeting of the Retail Credit Men's Association of Boston, held on March 19th, the Association voted to join the National Association in a body and the dues were made appropriate for that purpose.

The following officers were elected: President, William Browne; Vice-President, Harry B. Brooks; Second Vice-President, Andrew J. Sullivan; Director for one year, Edward W. Manahan; Director for two years, Walter J. Hendrick; Director for three years, J. V. Day.

The March meeting was a very active one, several special committees having been appointed and we are looking forward to a busy season during the coming year.

Yours very truly,

W. J. STARR,  
Secretary-Treasurer.

March 21, 1919.

## LOCAL ASSOCIATION NOTES

### IT PAYS TO ADVERTISE—AND CO-OPERATE

There appeared in the notice of, and read at the last noon-day luncheon of the Associated Retail Credit Men of Worcester, Mass., the following:

#### Special Notice

"William J. White, of the Warren Hotel, Warren, Mass., is wanted by the police of Worcester for forgery and larceny on a warrant sworn out by one of our members.

One of our merchants cashed a bad check for him for \$79.50, another for \$50.00 and another for \$20.00. He also obtained \$60.00 worth of merchandise and had it charged to his mother without authority.

On two of the checks he signed fictitious names, making the checks payable to himself and on the \$50.00 check he signed his own name but had no account in the bank.

White is a returned soldier and left Worcester nearly a month ago. He is the son of James White of Warren.

If any of our members know anything of his present whereabouts, we shall be glad to be informed thereof."

The publicity given by the above notice was brought to the attention of White's mother who immediately took the next train to Worcester and believing that leniency might be shown to her son if she made full restitution, paid all of the merchants the amount of their losses caused by her son's actions.

This was not a case of cashing a check for a stranger, because White had been known for years to all of the merchants who accommodated him, he having worked as a salesman in three of Worcester's department stores and having always borne a good reputation.

The police not having made any progress in locating him, one of the members of the Associated Retail Credit Men made the transactions public, thinking that possibly some good results might ensue.

White has not yet been located, but probably will be found as a salesman in a department store in the East or middle west. His specialty is silk and dress goods.

It pays to advertise and co-operate.

Yours very truly,

JAS. WILSON,

Vice-President,

Associated Retail Credit Men of Worcester.

### FROM OUR LINCOLN, NEBRASKA, DIRECTOR

Our store has been asking our customers to sign all charge tickets and have succeeded in getting a signature on nearly all of these tickets.

For the purpose of uniformity, and to avoid discussions, comparisons, etc., we have asked our clerks to get charge tickets signed regardless whether the goods were to be carried along or delivered.

We do not now find any objection on part of customer to signing the tickets. We placed a large number of fair-sized signs around the store saying substantially that customers are asked to sign charge tickets for mutual protection. We had some addresses delivered to our clerks along that line and are getting the signatures in nearly all cases, and not meeting with any difficulty at the hands of customers in any case so far as I have heard, for a very long time.

We find shortly after the first of each month that we have been imposed upon a little during that time by the fraudulent use of some two or three customers' accounts, but we believe that the trouble is growing less, due, possibly, to the fact that some vigorous work has been done with these criminals during the past ninety days.

Some of the other Lincoln stores are doing considerable work towards getting their charge tickets signed so that the Lincoln merchants are, to some extent, pursuing a uniform policy in this matter.

We made arrangements in December for an attorney to represent the members of our Association, effective January 1, and urged all of our members suffering frauds on sales tickets and bank checks to promptly report all possible information to this attorney who takes the matter up with the police department and the prosecuting attorneys and uses every reasonable effort to advertise and punish the criminal.

Through this co-operative work we have found in some cases where the same party had victimized two or three merchants during the same month and have been able to apprehend some of these criminals by reason of the combined information and descriptions which our attorney was able to get from all of the effected merchants.

We have secured some publicity concerning the employment of this attorney and our methods of co-operation, and we feel quite hopeful of eliminating these frauds to a considerable extent.

In order to still further protect ourselves we are arranging to have the following printed on our next issue of sales books:

Salesman:—Are you acquainted with purchaser?

We feel that our clerks will answer this question in the majority of cases and that their reply will help us to avert these losses and to handle the charge checks more quickly in some instances.

Buy Victory Loan Bonds.



## BAD CHECKS

### REGARDING BAD CHECKS

The National Association would be glad to receive bad checks immediately, so that bulletins may be frequently issued from the national office. We are in a position to have the engraving and proper printing done so as to have this subject promptly and properly handled. We believe that better results will be accomplished if members will send check for engraving, together with details, to the St. Louis office, immediately.

**THE CITY NATIONAL BANK** 32-2  
SINCE 1873 DALLAS TEXAS

DALLAS, TEXAS, *Feb 26* 1919 No. *274*

PAY TO *Skervin Oquahug Co* OR ORDER \$ *30.00*

*Thirty and no/100* DOLLARS

*Great Co. Life Ins Co.* *B Wilkerson*

### "NO ACCOUNT CHECK"

A number of checks similar to the above were passed locally on the above date, signed B. Wilkerson. He also uses the name of Markham and his real name is said to be Workinton. He is described as being 5 ft., 6 ins. in height, about 130 pounds weight; has dark eyes with a defect in the right eye; light brown hair, and age estimated at about 26; carries his head slightly forward but is not stoop shouldered. He wore a brown overcoat with a beaver collar and purchased several silk shirts. A warrant is said to have been issued for him for embezzlement at San Antonio, Texas. A warrant has also been issued from the local County Attorney's office.

### LITTLE ROCK, ARK.

"A check signed Keyston Bros., by H. K., drawn on the Humboldt Savings Bank, San Francisco, Cal., for \$28.75 in favor of R. S. Reed."

Same is an out and out forgery, and we would like to be notified if the party can be apprehended.

Thanking you for your kind attention to this matter, we remain,

Yours respectfully,

IKE KEMPNER & BRO.

### CLEVELAND

Here's a check worker for the World.

Check drawn on the Peninsula State Bank, Detroit, Mich., payable to H. Gurnsey and drawn by George F. Warren. Gurnsey gave his address as 606 West Woodward Ave., Detroit, Mich. Not known there and bank reports no account.

Cannot supply description of man but believe he is on a tour of the country.

### PITTSBURGH

This is to inform you that a Canadian soldier has been operating the check game in Pittsburgh by giving checks on the Bank of Montreal, 64 Wall Street, New York City, signed by

Willard C. Brayley, No. 181500,  
Bat. H.—M. G. C., Rugeley Camp, Staffordshire, England.

These checks have been protested by the bank and marked "no account."

This party is also reported to have been operating in Cleveland.

Report all "bad check" transactions.

## WARNINGS

**WANTED**—Information regarding the whereabouts of one **FREDERICK W. KELLAR**, passer of drafts drawn on Union National Bank, Wichita, Kansas. Weight 160 pounds; height 5 feet 6 inches; age 45; blue eyes; dark hair; smooth face; in the oil business. Claims to be a member of the firm of Kellar Brothers, 227 Barnes Bldg., Wichita, Kansas; also a partner of Mr. Kellar, who is proprietor of the Metropolitan Hotel in Eldorado, Kansas. If located, notify Connor Hotel, Joplin, Mo.

**WANTED**—Information regarding the whereabouts of one **J. H. LANSDALE**, passer of worthless checks drawn by him on the Fifth Avenue Bank, New York City. Description: Weight 140 pounds; height, 5 feet 10 inches; age 29; blue eyes; sandy hair; smooth face; ex-captain in British Army; had several letters from New York City hotel men regarding services rendered during waiters' strike on New Year's Eve. If located, notify immediately, Battle House, Mobile, Ala.

**WANTED**—Information regarding the whereabouts of one **JAMES E. BORCHARDT**, formerly employed by a Spaniard by the name of A. A. Ruiz, or Ruetz, who lived at the Waldorf-Astoria Hotel, in New York City. Draft cashed on strength of a telephone message with the supposed cashier of the Waldorf. If located, please notify, Hotel Jermyn, Scranton, Pa.

**WARNING**—Look out for one **E. S. SEELEY**, passer of fraudulent check, drawn on the Park Bank, Pittsburgh, Pa., returned marked "No Account"; registers from Lilydale (near Dunkirk), N. Y.

**WANTED**—Information regarding the whereabouts of one **IKE HARRIS**; weight 210 pounds; height over 6 feet; age 45 years; black hair; smooth face; prominent nose; Jew; represented a New York neckwear firm. If located, please notify Hotel Otsego, Jackson, Mich.

## KEEP THIS NOTICE BEFORE YOU

The following unsold Financial Paper has been lost or stolen and should not be paid:

**American Express Co.'s Money Orders—**

19-1835291 to 99  
19-1929863 to 79  
19-2427750 to 59  
19-2491737 to 39  
19-2724560 to 79  
19-2770998 to 99  
1060840 to 49

**Adams Express Co.'s Travelers Checks—**

**Lost by, or Stolen from, Purchaser**

**Wells Fargo & Co.'s Travelers Checks—**

5298979  
5298996

**American Express Co.'s Money Orders—**

17-4620277 to 79  
17-7214420 to 39  
19-2662900 to 19

**Wells Fargo & Co.'s Travelers Checks—**

1145830 to 39  
2465470 to 79

**Lost By, or Stolen From, Purchaser**

**Wells Fargo & Co.'s Travelers Checks—**

5408008 and 09  
5408020 to 25  
2985206 to 11  
3300502 to 11  
3347071 to 74  
3347095 and 96  
4050907

**Adams Express Co.'s Money Orders—**

AE-288840 to 59

**American Express Co.'s Money Orders—**

19-2556635 to 39

**Wells Fargo & Co.'s Money Orders—**

AD-549830 to 39  
AH-229300 to 49

**Wells Fargo & Co.'s Travelers Checks—**

1952977 to 79  
2604531 to 39  
3213014 to 19

**Lost By, or Stolen From, Purchaser**

**Wells Fargo & Co.'s Travelers Checks—**

5121920  
5023 and 24

If any of the above mentioned paper is presented for payment, agents must take it up, give a receipt therefor, and immediately telegraph superintendent for instructions.

A. F. COLE,  
Auditor of Money Orders.

Chicago, March 20, 1919.

If interested in Albert and Harry Hart, formerly furniture store men, Des Moines, Iowa; shrewd talkers; write St. Louis office.

## ADDRESSES WANTED

Allan, Jos. W., Sewickley, Pa., removed to Brooklyn, Mass.

Bailey, Mrs. Edith L. (or) Mrs. Frank E., 5413 Angora Terrace, Philadelphia, Pa.

Bastable, Eugene C., 810 Arch St., Pittsburgh, Pa., formerly of 585 South Ave., Rochester, N. Y., supposed to have gone to New York City.

Bishop, Earl S., Chemist, Mellon Institute, Pittsburgh, Pa.

Blackman, J. J., Swissvale, Pa., organizer Royal Order of Moose.

Blen, Geo. W., c/o A. M. Byers Co., Pittsburgh, Pa., removed to Mt. Clair, N. J.

Bly, Charles M., Wilkinsburg, Pa.

Boughman, Mrs. M. A., 3613 Dawson St., Pittsburgh, Pa.

Bourchier, Geo. L., Pensacola, Fla.

Brady, R. C., Colorado Springs, Colo.

Brandt, Frederick O., Cleveland, Ohio.

Bryan, J. W., Detroit, Mich.

Burchfield, J. T., c/o Y. M. C. A., North Little Rock, Ark., railroad mechanic.

Champin, Mrs. Katherine Gray, well-known in New York City and other eastern cities; divorced wife of W. W. Chapin, newspaper man.

Clark, Mrs. Olga, formerly of Hamburg, Iowa, and Sidney, Iowa; was school teacher in Denver, Colo.

Cooke, W. E., Hotel Schenley, Pittsburgh, Pa. Cithburth, A. W., formerly of Wichita, Kan.; was in department store in Memphis, Tenn.

De Long, Geo. I., Lieut., Glenn Falls, Wash.; was stationed at Camp Lewis, Tacoma.

Doe, Mrs. Albion N., 525 Massachusetts, Boston, Mass.; formerly at Lyman School, Westboro, Mass.

Du Proz, Mr. and Mrs. Arthur A.; formerly of St. Louis, Mo.

Edwards, Paul C., 1057 Blythe Ave., Memphis, Tenn.

Ford, C. E., traveling salesman; formerly at Little Rock, Ark.

Francis, R. W., 242 4th Ave., Pittsburgh, Pa.

Fullerton, Wm. W., 14 Race St., Hillsdale, N. J.

Garson, Maurice M., Pittsburgh, Pa.; supposed to have gone to Los Angeles, Cal.

Gower, Charles; formerly at Little Rock, Ark., went to Nashville, Tenn.

Harper, L. S.; formerly of Central Tire & Rubber Co., Kansas City, Mo.; also salesman for Bucyrus Rubber Co., Kansas City, Mo.

Harrington, J. J., Sherman, Texas.

Heady, T. B., Iroquis Apts., Pittsburgh, Pa.; reported gone to Chicago, Ill.

Henry, Mrs. Emma, Clarion, Pa.; reported to have gone to Chicago, Ill.

Holmes, Mrs. Emerson A. (or) Mrs. Vena Dormont, Pa.; gone to Detroit, Mich.

Kahn, F. J., 402 Euclid Arcade Annex, Cleveland, Ohio.

Kelly, Mrs. J. P., 1009 Rock St., Little Rock, Ark.

King, A. A.; formerly of Cleveland and now supposed to have gone to the Pacific Coast; was agent for the Buick Motor Car.

Klein, H. Paul, 2736 Harrison, Kansas City, Mo.; was with Tingle-Titus Ptg. Co.; formerly a loan shark in Detroit, Mich.

Moore, A. J.; formerly of Springfield, Mo.; supposed to have gone to New York City.

Parson, J. H.; formerly of 1619 Magnolia Ave. and 25 Wall St., Waterbury, Conn.; lived before that at Knoxville, Tenn.

Shutter, H. R., Pasadena, Cal., theatrical agent.

Snowden, Arthur K., Dallas, Texas.

Somes, Robt. W., San Francisco, Cal.; left for Lovelock, Nev.; locomotive engineer, employed by S. P. R. Co.

Thomas, C. E., Tulsa, Okla.

Turner, H. T., Arkadelphia, Ark.

Watson, Irene, 1706 Lincoln St., Denver, Colo.

Wilson, Mrs. Gus R., 5222a Tenn Ave., Cleveland, Ohio; also with the Eclipse Paint Co., Cleveland, Ohio.

Young, Mrs. Vera, 433 South 11th St., Lincoln, Neb.; came from Wichita, Kan.

*In sending in names on National blanks, members are asked to be sure and sign them.*

### OKLAHOMA CITY

#### A New Scheme to Put Over a Bad Check

A new idea was sprung on one of the credit men last Saturday; after banking hours, as usual. The party presented a letter of credit reading as follows: "J. H. Planary has had an account at this bank for about eight years and we honor all checks not exceeding \$1,000. (Signed) N. Holman, Pres., George Tipton, Cashier." This letter was written on the stationery of the First National Bank of Guthrie, both signatures being forgeries, and in addition, was stamped in two places with the seal of a notary public of Logan County, but without acknowledgment. The credit man to whom this letter was presented did not prove an easy victim and questioned the supposed forger, who declared emphatically that Mr. Tipton, cashier of the bank, was in the city that day and he would go right out, find him and have him identify the letter of credit. Needless to say, he never returned.

### DO YOU WANT RESULTS?

Use the R. C. M. N. A. Stickers.

\$2.00 per 1,000 in lots of 2,000 or less.

\$1.75 per 1,000 in lots of over 2,000.



Being members of the Retail Credit Men's National Association we are interested in the protection of individual credit and as this account is long past due it should have your immediate attention, thereby keeping your credit good. **REMEMBER**, credit is a trust imposed in you, and you should safeguard it by prompt settlements.

## THE PROPER METHOD OF HANDLING CLOSED AND UNDESIRABLE ACCOUNTS

By Mr. Hoffman, of the Washington, D. C., Association.

I admit there affords me a great opportunity to talk—and to talk and yet say nothing. (I wonder if that was what he had in mind when he picked me out?)

It is, however, a subject upon which a great deal can be said and taken with a great deal of earnestness, but the time allotted me does not afford more than a general review, so I will endeavor to bring to your attention one or two points that may be food for thought.

I wonder how many of you have watched the opening and closing of a swinging door between the dining room and kitchen—on one side the sumptuous repast—the other the debris—and compared it with the opening and closing of accounts. The comparison is there for the debris depends entirely upon the use and condition of the “repast”. It is another task to discuss that condition, but let us see what we can do to rebuild and reconstruct that which is apparently lost, just as the sweepings from the table are nowadays—at least part of them—made into useful articles. To my mind, the possibility of having to consider the re-opening of a closed account exists in every case but one—that one, when the party is dead. The proper handling, moulding and scrutiny may not, as an average, warrant the re-opening of that account, but it can be so plied that a good cash customer can be made. Each and every case must be handled entirely different and upon the tact and diplomacy of the credit man depends the good will of the party in question, for we all know that just at that time he or she is particularly touchy, but by very careful handling, there are few that will take exception to the rules of your house if the matter is put up to them in the proper light. When it comes to a complete turn down for a renewal, the shifting of that responsibility to an outsider (Auditor or Comptroller) I have found to be one of the best little trouble dodgers ever invented.

I remember, several years ago, when I knew EVERYTHING about credit conditions, there was a certain account which, in my worthy opinion, was too slow to be desirable—so I, therefore, wrote the customer in my most impressive and dignified manner, that owing to conditions, etc., we had closed his account upon our books and could extend him no more credit—he returned my masterpiece with the notation on the bottom, “Who in hell asks you for more credit?”

On the other hand, we have all, no doubt, had to send for a customer and in our most diplomatic terms express our regrets and then see them get very indignant because they “Had not been informed.” So I say, each and every case is different, and the proper method of handling them is very difficult to say. In renewing a closed account, a great many things must be taken into consideration and a most careful analysis of conditions made. Too many times we find that excuses are used for patchwork to repair broken credit, and we all know that in the majority of cases, there is not the service in over-made garments to warrant the work. We must not lose sight of the fact, in the trying to increase our charge business, that the cost of renewals, as a rule, is expensive to the average of P. & L. (Story of an Irish woman).

Your problem in this line is indeed most interesting, but for the one that has the true love of his work and the undying faith in human nature—there are great possibilities. In closing my words of nothing, may I suggest two thoughts to carry away on closed accounts:

1st. Make that account a good cash customer, or at least a friend of your house.

2nd. Never let your faith in the good intent of the new application be influenced by the records in your P. & L.

Sometimes it's hard and you are confused, tired and discouraged, but stick to it, for the game is worth the price.

With your permission, I wish to quote a little verse called “The Quitter,” which is full of good advice and may bring an echo of courage to some:

When you're lost in the wild, and you're scared like a child,  
And death looks you bang in the eye,  
And you're sore as a boil—it's according to Hoyle  
To cock your revolver and—die.

But the code of man says “Fight all you can”  
And self-dissolution is barred.

In hunger and woe, O it's easy to “blow”—  
It's the hell-served-for-breakfast that's hard.

“You're sick of the game,” well, now, that's a shame,  
You're young and you're brave and you're bright;  
“You've had a raw deal,” I know—but don't squeal.  
Buck up, do your damndest and fight.

It's the pugging away, that will win the day,  
So don't be a piker, old pard;  
Just draw on your grit, it's so easy to quit—  
It's the keeping-your-chin-up that's hard.

It's easy to cry that you're beaten—and die;  
It's easy to crawl and crawl;  
But to fight and to fight, when hope's out of sight—  
Why, that's the best game of them all.

And though you come out of each gruelling bout  
All broken and bent and scarred,  
Just have ONE more try—it's dead easy to die,  
It's the keeping-on-living that's hard.

## DIRECTORS RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

## WHO'S WHO—VOL. 3



**NATIONAL DIRECTOR, COLORADO**  
**E. A. HOWELL, Denver**

Mr. Howell was until recently Secretary of the Associated Retail Credit Men of Denver and had been with that Association since its organization. He is entering a new business field, and has tendered his resignation to the Denver Association. He has been a very active spirit in the National Association, having served as Secretary in 1915, and since that period as a National Director.

Mr. Howell needs no introduction to the old members, and to the new members allow me to state that his activities in the affairs of the National, have done much to bring our Association to its present point of efficiency. He has served willingly at any task to which he was assigned, and, at this time, acting as Chairman of the Western Division, is showing the way with a very substantial lead.

We regret that Mr. Howell is severing his connection with the Denver Association, and trust this his new connection will be such that his activities in the National Association



**NATIONAL DIRECTOR OF NEBRASKA**  
**E. W. NELSON, of Lincoln**

A wise counselor on our National Board of Directors. Many suggestions carried in the Credit World originated with Mr. Nelson. He has served several years as National Director and is also active with the wholesale creditmen, having been President of the Lincoln Credit Men's Association.

Mr. Nelson is Secretary and Treasurer in addition to being Creditman of the Rudge & Guenzel Co., department store, of Lincoln, and he has been with this house thirteen years. During the World War he was found fore square for Americanism and was a leading spirit in War activities in Lincoln. Mr. Nelson does honor to the Retail Credit Men's National Association.

may continue. At all our Convention gatherings, Mr. Howell's council has been much appreciated, and it has been a privilege to know and associate with him.

## SAFEGUARD YOUR CREDIT



**DO YOU realize how the failure to pay your accounts when due, affects your credit standing?**

Your current bills should be paid promptly. If there is a reason for delay make immediate explanation to your creditor. He is entitled to that consideration.

**Promptness in the payment of your bills is a CREDIT BUILDER.**

**RETAIL CREDIT MEN'S NATIONAL ASSOCIATION**  
**Organized for the Protection of Retail Merchants**

The above can be had at the rate of \$2.00 per 1,000

Many Credit Men are asking for large quantities of the above to be used as inserts with notices to delinquent customers. We feel sure you can use them to a big advantage.



## PROTECTIVE WORK

Courtesy Journal of American Bankers' Association, New York

### WARNING

#### BOOK AGENT BOGUS CHECK OPERATOR

Swindler, representing himself to be book agent, securing many victims

J. W. FREEMAN. This operator always uses that name—remember it. Many banks, hotels and individuals in Kentucky, Illinois, Ohio, West Virginia, Pennsylvania, Maryland and New Jersey will remember J. W. Freeman as the name of a man who very cleverly defrauded them. If this operator calls at your bank, cause his arrest and notify the nearest office of our detective agents. Warrants are in existence.

Freeman has changed the form of his checks on various occasions. At this writing he is using checks of the Carlisle Trust Company, Carlisle, Pa., purporting to have been signed by W. A. Porter. His pretext is that he is selling a book of Congressional Records and Presidents' speeches, and we are advised that he can show any amount of identification a person could wish to see. Since his identification papers are made out in the name of J. W. Freeman, he must, of necessity, use that name. The checks he presents for cashing, he claims, is his expense check from the field manager of the firm he is working for. His description is as follows: About 45 years of age, 5 feet 7 inches, 150 pounds, medium build, dark ruddy complexion, dark eyes, dark brown hair; has an aquiline nose with a growth of hair near the end which is very noticeable.

RISTA L. BASICH, alias Wm. M. Ruff. Early in January the offices of a coal company in Kansas City, Mo., were entered and several blank checks stolen. Some of these checks were passed in Kansas City, made payable to Rista L. Basich, and bearing the forged signature of an official of the coal company. A Kansas City member bank suffered a loss, as one of these checks was honored when it was presented through the clearings. On January 22 the store of a poultry dealer in Denver, Colo., was broken into. A check protectograph, thirty-four checks and some poultry were stolen. Several of these checks, bearing the forged signature of the poultry dealer, were shortly afterwards presented at the Denver bank on which they were drawn, and one of them was paid by the bank. A few of these checks were also made payable to Rista L. Basich, and following a comparison of the handwriting, our detec-

tive agents were able to ascertain that one man was responsible for both operations. The checks passed in Denver were filled in with the stolen protectograph. The operator is described as 22 years of age, 5 feet 4 to 5 inches, 135 pounds, slender build, dark complexion.

A. H. HARRISON. This man had been a recruiting sergeant of the United States Army stationed at Little Rock, Ark., for eighteen months, and had an account with a local member bank, which account was closed when he left that city in September, 1918. On January 25, 1919, he again appeared in Little Rock, wearing a captain's uniform, and stating he had been instructed to visit the various camps where partiality was shown in the matter of discharges. He entered the bank where he had previously had an account and deposited a check, which, it was later learned, bore the forged signature of a major in the army and was drawn against a bank in which that officer had no account. Two days later he withdrew almost the total amount of that check with the result that the bank is a victim. Harrison last operated in Mitchell, Ind., and Cincinnati, Ohio. Our detective agents' representative at Memphis was notified, and endeavors are now being made to locate the operator, who is described as being 24 years of age, 6 feet 2 inches, 185 pounds; has gray eyes and dark brown hair; when talking to anyone he always folds his arms over his breast.

FRED W. HILL. Several months ago this man secured a loan from a member bank of Dayton, Texas, giving as security a mortgage on seventy head of cattle. A few months later he made a payment on account, but still leaving a considerable amount due the bank. Recently a representative of the bank searched the county records, and found that no such brand as the mortgaged cattle were supposed to bear had been recorded. Undoubtedly, Hill never had in his possession any such stock as is described in the mortgage. This man also defrauded several business men in Dayton, and disappeared on January 13, 1919. Our detective agents are now actively engaged in endeavoring to locate Fred W. Hill, whose description is as follows: 30 years of age, 5 feet 10 inches, 140 to 145 pounds, slender build, medium complexion, brown eyes, light brown hair; walks with a slight limp.

## PROTECTIVE WORK—Continued

HIGH H. NEWELL is now operating in California with bogus checks purporting to have been issued by the New Ellen Potash and Chemical Company. These checks either bear Newell's own name as a signature or the forged signature of J. R. Figueroa, and are drawn on the paper of the Security Savings Bank of Riverside, Cal., the Milmo National Bank, Laredo, Texas, or the Wells Fargo Nevada National Bank of San Francisco, Cal. All bear what is ostensibly the indorsement of the above-named chemical company. Newell has defrauded a San Bernardino, Cal., member bank and numerous hotels. Banks in California should be on the watch for this man, who is described as being about 30 years of age, 5 feet 10 or 11 inches, slender build, medium complexion, dark brown hair.

J. S. OLIVER, alias J. B. Benell, alias S. D. Johnson, has been successful in victimizing three Long Beach, Cal., member banks. On February 1, 1919, this operator opened accounts with three Long Beach banks, depositing cash. He then deposited several checks and made several small withdrawals. He chose as his "clean-up" day February 8, and was successful in securing funds on four checks in considerable amounts, drawn against the different Long Beach banks. At noon on February 8, a Los Angeles member bank notified our detective agents there that they had just received through the clearings from Long Beach three checks which bore forged signatures of one of their customers. After communicating

with one of the Long Beach banks, our agents immediately detailed a representative to proceed to that city and investigate the matter. Our representative arrived there at 2:40 P. M. on February 8, immediately secured the details, and began endeavors to locate the operator, but it was apparent that he had left the city. J. S. Oliver's description is as follows: 22 to 25 years of age, 5 feet 6 inches, 135 pounds, medium build, dark complexion, dark hair.

The California Bankers Association is co-operating in financing this investigation.

ELLAN PACE, alias Stella Robinson, is defrauding a number of member banks in West Virginia and Ohio. This woman registers at a hotel in a small town, and then calls at the various banks presenting \$25 checks. She usually opens accounts with these checks which are worthless, and in each case requests that the banker advance \$10 or \$15 to her, which is invariably done. She is accompanied by two children, one of which is a baby about a year old, and the other a little girl about three years old. The baby is carried in her arms when she enters the bank, usually arousing the sympathy of the banker. She has defrauded a number of member banks, and if she appears at your bank, should be detained and our detective agents notified. This operator is described as 24 to 28 years of age, 5 feet 5 inches, 115 pounds, slender build, dark eyes, very dark hair; wears small turban hat and long coat.

## TOAST TO THE CREDIT MEN

By Miss Lee, of Washington, D. C.

My pleasure, Gentlemen, to respond to the toast,  
That always shows whom we love most.  
We accept our duties with kindly heart,  
And never shirk, er'r once we start;  
When days are drear and it's hard to grin,  
We smile and let the sunshine in;  
And even in the Credit Game  
Our co-operation is never lame.  
So, now, we girls our greetings send—  
We love you all, you dear old men;  
And when we find you with a frown,  
Watch out—you'll find us a-hanging 'round.

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Denholm

# LEASE OR RENT FORMS

**This Agreement Witnesseth,** That Rhodes Bros., Incorporated, a corporation, party of the first-part, has this day of \_\_\_\_\_, 191\_\_\_\_, delivered to \_\_\_\_\_ of the second part, at No. \_\_\_\_\_ Street, \_\_\_\_\_ Washington, the following described personal property, to-wit: \_\_\_\_\_

For which said part \_\_\_\_\_ of the second part agree \_\_\_\_\_ to pay the said party the sum of \_\_\_\_\_ Dollars (\$ \_\_\_\_\_) upon delivery of said goods and chattels, receipt whereof is hereby acknowledged, and the further sum of \_\_\_\_\_ Dollars (\$ \_\_\_\_\_) in payments of \_\_\_\_\_ Dollars (\$ \_\_\_\_\_) per \_\_\_\_\_ beginning on the \_\_\_\_\_ day of \_\_\_\_\_, 191\_\_\_\_. All principal remaining unpaid on and after \_\_\_\_\_, 191\_\_\_\_, shall bear interest at 8 per cent. per annum, payable monthly, with installment of principal.

It Is FURTHER AGREED, That said goods and chattels remain absolutely the property of said Rhodes Bros., Incorporated, until the said sum of \_\_\_\_\_ Dollars (\$ \_\_\_\_\_) is paid in full, and that second part \_\_\_\_\_ will not allow said property to come into the possession or control of any other person, or deliver or remove, nor permit removal of, said property from said premises No. \_\_\_\_\_ Street, by any person except said first party, its agents or assigns, except by the written consent of said first party.

It IS FURTHER AGREED, That until the whole of said purchase price is paid, as aforesaid, said second part \_\_\_\_\_ shall not sell or dispose of, or attempt to sell or dispose of, the whole or any part of said personal property, or any interest therein, nor mortgage, pledge, lease, or encumber the same, without the written consent of said first party.

Said second part \_\_\_\_\_ agree \_\_\_\_\_ to keep said property fully insured for protection of first party, the policy to read: 'Loss, if any, payable to Rhodes Bros., Incorporated, as its interest may appear.'

It is agreed and understood that time is the essence of this contract; and if any \_\_\_\_\_ payment remain unpaid after the same shall have come due, or if any of the above conditions be violated, then said first party, its agents or assigns, may, at its option, forthwith terminate this agreement, without notice, and enter upon the premises where said property is kept or stored, and retake possession thereof, without previous demand, and retain all installments paid, as agreed compensation to said first party for the use, wear, and damage and depreciation in value of said personal property; and in case of the damage or loss of said property by fire, water, theft, or otherwise, said second part \_\_\_\_\_ agree \_\_\_\_\_ to pay to said first party, upon demand, the balance unpaid of the full value of said property; and in case suit shall be brought to recover possession of said property, or for its value, or damage thereto, then said first party shall be entitled, in addition to other relief, to recover from said second part \_\_\_\_\_ or assigns, a reasonable attorney's fee and its costs in such suit.

Any taxes charged on said property after date of sale are assumed and will be paid by vendee.

Signed by first and second parties, this \_\_\_\_\_ day of \_\_\_\_\_, 191\_\_\_\_.

Witnesses:

RHODES BROS., INCORPORATED

By \_\_\_\_\_ (Vendor)  
\_\_\_\_\_ (Vendee)

(Blank for receipt of partial payments on back). Original 8½x11 inches

Worcester, Mass. \_\_\_\_\_ 191\_\_\_\_

**This is to certify,** That I have received of DENHOLM & McKAY Co., the goods mentioned in the bill attached hereto, the same being delivered to me this day under a contract for the sale thereof, the same being at my risk while in my possession, and for which I pay the sum of \_\_\_\_\_ dollars in advance, and agree to pay the balance as follows: \_\_\_\_\_

at the office of said DENHOLM & McKAY Co.

And it is mutually agreed and understood that the said goods are all and singly to be and remain the property of said DENHOLM & McKAY Co. until the sum of \_\_\_\_\_ dollars have been paid by said advance and other payments; but, in case of failure to make said payments or any of them, I hereby agree to deliver up said goods to the said DENHOLM & McKAY Co., or their order, in as good condition as the same now are, reasonable use and wear thereof expected; in which case or in violation of any of the agreements herein mentioned, I hereby authorize, empower and direct the said DENHOLM & McKAY Co. or their agents, to enter the premises wherever said goods may be, without notice or demand, and take and carry the same away, without rendering themselves liable for any claim for damages or trespass which I might have against said DENHOLM & McKAY Co., their servants or agents, or any or either of them, for so doing.

It is further agreed by the parties hereto that until the full price of said goods has been paid as above said goods of the said DENHOLM & McKAY Co. shall not be removed from may present residence at \_\_\_\_\_ without their consent, nor to be secreted, disposed of under let, or attempted to be sold, nor be injured by misuse, or neglect, or by improper management.

Interest on all payments overdue at the rate of six per cent. per annum.

It is also further understood and agreed between said parties that in case of default in any of said conditions, any sum or sums which have been paid as aforesaid shall be forfeited to said DENHOLM & McKAY Co. and considered as rent for the use of said goods.

IN WITNESS WHEREOF, The parties hereto set their hands on the \_\_\_\_\_ day of \_\_\_\_\_, 191\_\_\_\_, in duplicate.

Name \_\_\_\_\_ Address \_\_\_\_\_

Denholm & McKay Co.

(Blank endorsement on back). Original 8¼x10¾ inches

## LEASE OR RENT FORMS

§ ..... Dallas, Texas, ..... 19..... No. ....

After date, for value received, in installments, as stipulated on the back hereof, ..... promise to pay to the order of ARTHUR A. EVERTS CO. the sum of ..... DOLLARS (\$.....) payable at its office in Dallas, Texas, with interest at the rate of ..... per cent. per annum from date until paid, and if not paid at maturity and placed in the hands of an attorney for collection, or suit is brought on the same, ..... promise to pay an additional sum of ten per cent of the amount then due hereon as attorney's fees. This being an installment note, it is further agreed that the failure to pay any installment at maturity shall, at the option of the holder, mature all unpaid installments.

Due .....  
Address .....

..... (Perforation here) .....

STATE OF TEXAS,  
COUNTY OF DALLAS. WHEREAS, ARTHUR A. EVERTS COMPANY, a corporation, doing business at Main and Murphy Streets, in the City of Dallas, Dallas County, Texas, has this day sold me the following described property, to-wit:

.....  
and has accepted my installment note of even date herewith for ..... Dollars,  
payable as follows: .....

in part payment for the same:

NOW, THEREFORE, In order to better secure the said ARTHUR A. EVERTS COMPANY in the payment of said note, it is expressly agreed and stipulated that the superior title to said property shall remain in the said ARTHUR A. EVERTS COMPANY until said purchase money note is fully paid off and satisfied, according to its tenor, reading and effect, and I hereby give and grant to the said ARTHUR A. EVERTS COMPANY a mortgage lien on said property to secure the payment of said purchase money note.

I expressly agree that I will not sell, hypothecate, mortgage, dispose of or remove said property beyond the limits of Dallas County, Texas, or permit the same to pass out of my possession or control while any part of said purchase money remains unpaid. And I further agree that upon my failure to pay said note when it becomes due, or upon the breach of any of the conditions of this contract, that said note shall immediately become due and payable, and ARTHUR A. EVERTS COMPANY, or their representatives, shall have the right and are in such event hereby authorized and empowered to take possession of said property with or without legal process, they retaining the amount theretofore paid on said property as reasonable rental for the use of same during the time it has remained in my possession, or the said ARTHUR A. EVERTS COMPANY may, at their option, sue for the amount of said note, principal interest and attorney's fees and have foreclosure of their lien upon said property.

In the event of the loss of said property, such loss shall be borne by the undersigned.

WITNESS My Hand, This ..... day of ..... A. D. 191 .....

WITNESSES:  
.....  
Residence ..... Texas

Top portion perforated, with blank to back to record monthly payments—size  $8\frac{1}{2} \times 3\frac{1}{2}$  ins. Lower portion  $8\frac{1}{2} \times 10\frac{1}{4}$  ins.

**ADDITION TO LEASE**

SPRINGFIELD ..... SALESMAN ..... LEASE No. ....

**This is to Certify that I,** ..... of .....  
have this day hired and received of FLINT & BRICKETT Co. the following articles, which are to be used by me at No. .... Street, in ..... State of Massachusetts, and are to be added to my lease number ..... and made a part thereof. For the rent and use of all the goods now leased to me I promise to pay the said FLINT & BRICKETT Co., its successors or assigns, at their office, the sum of ..... dollars per .....

until the amount paid shall equal the sum total of the schedule below, and any previous agreement herein referred to, and also 6 per cent. additional on the balance remaining unpaid one year from this date, and at the end of each and every succeeding year.

SCHEDULE OF GOODS	PRICE	SCHEDULE OF GOODS	PRICE

I agree that all of the goods herein named, together with all other goods previously delivered to me under provisions of said lease, shall remain the property of said FLINT & BRICKETT Co. until the performance of all the conditions of this or any previous contract relating thereto. I agree that said FLINT & BRICKETT Co. may insure these goods for their full value for its benefit or for whom it may concern, and add the expense of such insurance to my lease, which expense I agree to pay. I agree that the goods named shall not be mortgaged, pledged, sold, re-let, or damaged or incured (reasonable wear excepted), nor be removed unless the written consent of the said FLINT & BRICKETT Co. has first been obtained. I agree that if I fail to make payments as herein promised, or to perform any of the conditions of this contract, then said FLINT & BRICKETT Co. may retake all of the goods herein mentioned, wherever they may be located, without being guilty of any trespass or tort. I further agree that if the goods mentioned, shall be retaken by said FLINT & BRICKETT Co., and there remains a balance unpaid after crediting to my lease their fair value, less the cost and expense of retaking, I will pay such balance on demand. I agree that said FLINT & BRICKETT Co. may cancel this contract at any time before delivery of goods.

As further security for this addition to said lease I have this day deposited the sum of ..... Dollars, which is exclusively for and on account of the goods above scheduled.

I HAVE CAREFULLY READ THIS AGREEMENT BEFORE SIGNING, AND HAVE RECEIVED A COPY OF SAME.

Signed by .....

Original size  $8\frac{1}{2} \times 10\frac{1}{4}$  inches

**CREDIT FORMS****Of W. A. Green Co., Dallas, Texas**

(Our National Secretary, L. S. Crowder, was formerly Secretary and Credit Manager of the Green Co.)

**APPLICATION FOR CHARGE ACCOUNT**

Dallas, Texas, ..... 19.....

Name	Boards Rents Own home
Residence	Business address
Position	Work under
Firm	Length of time      Salary \$
Telephone	Save      Parents name and address
Am't asked \$	Terms      Reference
Single—Married	How long
Number in family	in Dallas
Former address	
Authorized to buy on this acc't	
SIGNATURE	
Remarks	

**W. A. GREEN COMPANY**  
**Department Store**  
**Dallas, Texas**

New York Office, 1150 Broadway

Credit Department

LETTER No. 1

Your account, balance \$..... is now past due, our terms being 30 days. Statement having been mailed you and overlooked, we trust you will favor us with a remittance by return mail. Your valued patronage is appreciated.

Respectfully yours,

W. A. GREEN COMPANY

**W. A. GREEN COMPANY**  
**Department Store**  
**Dallas, Texas**

New York Office, 1150 Broadway

Credit Department

LETTER No. 2

We recently advised you of your past due account amounting to \$....., and feel that the matter should have been given earlier attention.

Please remit promptly on receipt of this notice, and oblige,

Yours very truly,

W. A. GREEN COMPANY

**W. A. GREEN COMPANY**  
**Department Store**  
**Dallas, Texas**

New York Office, 1150 Broadway

Credit Department

LETTER No. 3

We find that you have failed to pay your past due indebtedness of \$....., for which statements and notices have been mailed you.

Will you please give the matter your immediate attention?

Yours very truly,

W. A. GREEN COMPANY



**W. A. GREEN COMPANY**  
 Dallas, Texas

LETTER No. 4

Regarding your application for a line of credit to the amount of \$....., payable in full, monthly, we are pleased to state that we have opened a charge account for you.

We thank you for the favor and wish to assure you that we will do everything possible to make your dealings with us entirely satisfactory. Should you, at any time, be dissatisfied with our merchandise or service, we would be obliged if you will advise us.

Thanking you for the opportunity of serving you, we remain,

Yours very truly,  
**W. A. GREEN COMPANY**

**W. A. GREEN COMPANY**  
 Dallas, Texas

LETTER No. 5

Regarding your application for a line of credit, while it would give us pleasure to accommodate you we regret to say that at this time our information is insufficient upon which to base the opening of an account.

Thanking you for the application, we remain,

Yours very truly,  
**W. A. GREEN COMPANY**

**W. A. GREEN COMPANY**  
 Dallas, Texas

LETTER No. 6

..... has made application for an account, and among other references we find your name.

Will you kindly give us in confidence your opinion as to promptness, character, responsibility, etc.? Your reply will be very much appreciated and considered strictly confidential.

Can you recommend and account of \$.....?

Thanking you in advance for the favor, we remain,

Yours very truly,  
**W. A. GREEN COMPANY**

**W. A. GREEN COMPANY**  
 Dallas, Texas

LETTER No. 7

Will you be kind enough to tell us in confidence if, in your judgment, it would be advisable to open an account with

and charge goods in amounts not exceeding \$.....?

Please accept in advance our thanks for your courtesy.

Respectfully,  
**W. A. GREEN COMPANY**

**W. A. GREEN COMPANY**  
 Department Store  
 Dallas, Texas

CREDIT DEPARTMENT

The attention of our customers is called to the fact that our accounts are due and payable monthly; are considered delinquent unless paid within 60 days, settlement being expected within that time.

It is our earnest desire to give courteous, efficient service, and the best values obtainable, considering quality, to fulfill which it is necessary that we have the complete co-operation of our patrons.

When an account is permitted to run more than thirty days, it works a hardship on us, not only in some cases preventing the discounting of our bills—a big factor in giving values—but also puts us to additional expense, in time of the office force, stationery, postage, etc. This would not be of such importance provided we had only a few accounts on our books, but as they run into the thousands, it is a question to which the fullest consideration should be given.

Payment of accounts promptly keeps one's credit gilt edge, and should be borne in mind when an account is going to fall behind.

Can we not count on your complete assistance in this matter? We will appreciate it and can assure you it will be of mutual benefit.

You owe a past due balance of \$.....

Yours very truly,  
**W. A. GREEN COMPANY**

**W. A. GREEN COMPANY**  
 Department Store  
 Dallas, Texas

PLEASE note the memorandum below showing your account past due—our terms being thirty days.

MAIL reason for failure to pay promptly. This is of the utmost importance to you as your rating is based upon the way in which you take care of your obligations.

CHECK covering this indebtedness at your earliest convenience will be especially appreciated—it being impossible to give values and service unless our customers remit promptly.

Thank you.

Yours very truly,  
**W. A. GREEN COMPANY**

T-L  
 Balance

## SAMPLE FORM FOR RENTAL PURCHASE AGREEMENT

### RETAIL PURCHASE AGREEMENT

Worcester, Mass., ..... 191...

Received of Denholm & McKay Co., the following described Sewing Machine:

for which I agree to pay \$.....

I am to pay \$..... on or before delivery of the Machine and hereby agree to pay the sum of ..... dollars (\$.....) on ..... of each succeeding ..... and when the sum so paid by me shall amount in the aggregate to the sum above named, I am to become the owner of the machine as described herein.

I further agree not to move the above described property from the address to which you deliver without your written consent. But if default shall be made in any of said payments, or if I shall sell, or offer to sell, remove or attempt to remove the said Machine from my aforesaid residence, without the written consent of said Denholm & McKay Co., then and in that case I agree to return the same, and that it or its Agent may resume actual possession thereof; and I hereby authorize and empower the said Denholm & McKay Co., or its Agent to enter the premises wherever said Machine may be and take and carry the same away, hereby waiving any action for trespass or damages therefor, and disclaiming any right to resistance thereto.

It is further agreed that should Denholm & McKay Co. take possession of the aforesaid sewing machine, all moneys paid under this contract shall be applied as rental for the said machine, and should I make default in payment of any installment of the purchase money, as herein above provided, then the whole amount shall become due and payable.

It is understood that this machine remains the property of the Denholm & McKay Co. until fully paid for.

Receipt of a duplicate of this agreement is hereby acknowledged.

Signed ..... Address.....

**Denholm & McKay Co.**

by.....

This is the lowest price at which we sell this machine for cash, and as far as we know the lowest price at which it has ever been sold.

Original 8½x11 inches

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# AN EXCELLENT CREDIT APPLICATION FORM AND GUARANTEE BLANK

FRONT

Mr. Miss Mrs. \_\_\_\_\_  
 Res. Address \_\_\_\_\_  
 Bus. Address \_\_\_\_\_  
 Income and Source \_\_\_\_\_ Apprx. Debts, \$ \_\_\_\_\_  
 Real Estate owned by me, husband, wife \_\_\_\_\_  
 Value, \$ \_\_\_\_\_ Incumbrance, \$ \_\_\_\_\_ Amt. of Rent, \$ \_\_\_\_\_  
 Bank Acct. with \_\_\_\_\_

The above information is furnished for the purpose of securing credit from Loveman, Joseph & Loeb, and if same is extended me, I agree to pay the said firm all debts incurred on the first day of the month following. I expressly waive all right of exemption under the constitution and laws of the State of Alabama and any other state, as to personal property, and I agree to pay all costs of collecting or attempting to collect or secure any and all debts which I now owe or which I may in the future owe Loveman, Joseph & Loeb for goods sold me, including a reasonable attorney's fee; and this agreement shall continue in force so long as any of said indebtedness is due and unpaid.

Loveman, Joseph & Loeb are hereby authorized to deliver goods to the following at their request and charge same to my account, and this shall continue until written notice to the contrary is given and accepted, which acceptance shall be evidenced by signature of Loveman, Joseph & Loeb.

Witness my hand this \_\_\_\_\_ day of \_\_\_\_\_ 191\_\_\_\_, at Birmingham, Ala. \_\_\_\_\_ L. S.

BACK

## RUSH

### Get Report on Mr. Mrs. Miss

Via	Done
ASSN.	
DIRECT BY	
PHONE	
MAIL	
ADVISE BY	
MAIL	
PHONE	
PKGE	
ACCEPT	
DECLINE	
DEFERRED	
ACCT. O. K.	
LIMIT	

In consideration of Loveman, Joseph & Loeb extending credit to

\_\_\_\_\_ I hereby agree to care for all the debts, defaults and miscarriages of the said debtor, for present or future accounts. I also agree to all the terms and conditions contained in agreement on reverse side, whether said credit be extended to me or the said debtor. This agreement shall remain in force until revoked by me in writing.

Birmingham, Ala., this \_\_\_\_\_ day of \_\_\_\_\_ 191\_\_\_\_ L. S.

Home Town \_\_\_\_\_  
 Prev. Address \_\_\_\_\_  
 Prev. Bus. Address \_\_\_\_\_  
 Name and Add. of Parents \_\_\_\_\_  
 Wife's Maiden Name \_\_\_\_\_  
 Name and Add. of her Parents \_\_\_\_\_  
 Ref. : \_\_\_\_\_

Original size of card—6x4 inches

## NOTE FORM—SUGGESTION FROM A MEMBER

\$ \_\_\_\_\_ Rice Lake, Wisconsin, \_\_\_\_\_ 191\_\_\_\_  
 \_\_\_\_\_ after date, for Value Received, I or we  
 promise to pay to the order of \_\_\_\_\_  
 at Rice Lake, Wisconsin, \_\_\_\_\_ DOLLARS,  
 with interest at the rate of eight per cent per annum from date until paid.  
 And I do hereby make, constitute and appoint any attorney of any court of record to be my true and lawful attorney, irrevocably, for and in my name and stead to enter my appearance before any court of record, in term time or vacation, in any of the states or territories of the United States, at any time hereafter, to waive the service of process and confess judgment hereon, with costs, including an attorney fee of fifteen dollars, and also to file a cognovit for the amount that may be unpaid, and to release all errors that may intervene in the entering up of said judgment, or in issuing execution thereon, hereby ratifying and confirming all which my said attorney may do by virtue hereof.  
 P. O. \_\_\_\_\_  
 Due \_\_\_\_\_

Original 8 1/2 x 3 3/4 inches

## OKLAHOMA CITY PAY-UP CAMPAIGN

## PROTECT YOUR CREDIT—

*Pay-Up*

**Pay-Up  
Time  
Feb. 5 to 15**

Credit is the most valuable thing you can own. It is, also, the most sensitive thing in the world. It is more valuable than cash. Without it the business world would collapse. Wars are always won on credit. Most big fortunes were amassed because of good credit.

A man with a thousand dollars in cash and with no credit can buy only a thousand dollars' worth of merchandise. A man with a thousand dollars in cash and a good credit can buy double that amount.

Credit is based on ability to pay and is kept alive by willingness to pay. Only your own actions can prevent your getting credit, or, take it away from you once you have established it.

Credit makes it possible to open the door to Opportunity when it knocks. It is the friend "indeed" when a man is in need.

The merchant takes your promise to pay. Your word is his security. He virtually loans you the money to buy his goods. He charges you no interest. The banker or broker requires your secured note and charges you interest. If you have a reputation for prompt payment of secured obligations the banker or broker will be more liberal with your secured loans.

A Credit Man will not willingly close an account or curtail your credit. The Credit Men of this city hold guard over your credit rating. They want to help you to keep it unsullied. You—not they—will be responsible for any impairment of it. Broken promises, carelessness, indifference, these and only these, will harm your credit. You, and only you, are responsible. Every man is the architect of his own fortune and every man is the builder of his own credit.

Feb. 5th to 15th has been set aside as pay-up time. It is for the express purpose of helping you to protect your credit. You are not being "dunned." If that were the object, collectors would be more effective and cost less. By concerted action the credit men hope to impress upon every individual the seriousness of the event and the advisability of keeping his credit good. They would offend no one.

If you owe a bill for merchandise that is overdue, if you owe the doctor who has ministered to you, if you owe a church pledge, if you are behind on your stamps or bonds, if lodge dues are lagging, if you owe anything to anyone, pay it. If you cannot pay all, pay part. If you cannot pay any of it, show your good intent—go in and see your creditor. Tell him the circumstances and when you will pay.

Keeping your credit good is good business. Don't let carelessness or false pride injure your credit.

**Oklahoma City Retailers' Association  
Retail Credit Men's Association**

OKLAHOMAN, FEBRUARY 2, 1919

# "To Have and To Hold"— CREDIT

**Pay-Up  
Time  
Feb. 5 to 15**

Whatever is worth acquiring is worth retaining. If credit was valuable in the former day it is valuable in the latter day.

Credit is based on integrity. Integrity, among other things, is a reputation for honesty. To be honest, is to be just. To be just to himself a man must be just to others. By the prompt payment of his bills a man is just to those who placed confidence in him. By being just to them he is just to himself. And, by the same token, by being unjust (failing to pay) to them he is unjust to himself.

Injustice always hurts the perpetrator more than it does the one at whom it is aimed. There is not a creditor in this city who would be irreparably injured by the failure of anyone to pay his just debt. There is not a debtor in the city but would be so injured should he disregard his credit rating.

If your reputation as a good credit risk is in jeopardy you have ten days in which to save it. If it has already been lost you have ten days in which to recover it.

Pay-up Time is of far greater importance to the debtor than it is to the creditor. If your reputation as a good credit risk is worth having it is worth holding.

**Oklahoma City Retailers' Association  
Retail Credit Men's Association**

TIMES, FEBRUARY 4, 1919

## OKLAHOMA CITY PAY-UP CAMPAIGN

GO TO CHURCH ON SUNDAY, FOR CONSCIENCE SAKE

**YOU CAN'T DODGE  
THE ISSUE**

***Pay-Up***

**PAY-UP**

**TIME**

**Feb. 5 to 15**

If you have bought goods and promised to pay for them on a certain date—

If you have contracted any kind of a debt on your promise to pay—

And if you have failed to make your word as good as your bond—

Now is the time to stop and think—

You know you owe the money, you know it is a just debt.

You ought to know that the obligation cannot be wiped out except by payment. you cannot hope to retain your standing unless you do pay up.

This is an invitation to you to pay up and be fair to your creditor and to yourself.

OKLAHOMA CITY RETAILERS' ASSOCIATION

RETAIL CREDIT MEN'S ASSOCIATION

OKLAHOMAN, FEBRUARY 8, 1919

GO TO CHURCH TODAY

**The Moral Side of  
the Credit Question**

**PAY-UP**

**TIME**

**Feb. 5 to 15**

Have you ever thought of Pay-Up Time in its Scriptural sense?

Elisha told the widow, "go, sell the oil, and pay thy debt." The Apostle Paul said, "owe no man anything" and again he said "render therefore to all their dues; tribute to whom tribute is due, custom to whom custom," etc.

From the most sublime sermon ever preached, the Sermon on the Mount, came the perfect rule for every-day conduct, "Whatsoever ye would that men should do to you, do ye even so unto them."

The Golden Rule applied to credit means simply this: "Am I doing by my creditor as I would have my creditor do toward me, were the circumstances reversed?"

Credit is granted on "promise to pay." It is a moral obligation. The merchant, the doctor, the lawyer, the minister, or no matter who, extends credit because he is convinced that payment will be made according to promise.

A moral obligation should be just as binding as any other, even more so. Mighty little honor is due to any one who meets a secured obligation. Meeting such is a selfish motive, pure and simple. Failure to meet it brings loss of the security. Self protection prompts such payment.

The acid test of uprightness is measured by the way one backs up his word of honor, not by the way he does the things he has to do.

Disregarded promises rob a man of his character, do his creditors an injury and harm the community.

Pay-Up Time is intended to impress upon every procrastinating debtor the seriousness of his position.

Go to church today—pay the debt you owe to the "giver of all good gifts, with whom is no variableness, neither shadow of turning."

Tomorrow—go to see that creditor of yours—pay the debt you owe to your fellow man.

OKLAHOMA CITY RETAILERS' ASSOCIATION

RETAIL CREDIT MEN'S ASSOCIATION

OKLAHOMAN, FEBRUARY 9, 1919

## OKLAHOMA CITY PAY-UP CAMPAIGN

# Can YOU Look the Whole World in the Face?

**PAY-UP  
TIME**

**Feb. 5 to 15**

Poets are seldom given credit for business judgment, and yet, some of the things they have said are invaluable guides. The lovable Longfellow, in *The Village Blacksmith*, says:

"His brow is wet with honest sweat,  
He earns whate'er he can,  
And looks the whole world in the face.  
For he owes not any man."

The Retail Credit Men's Association is representative of about one hundred of the city's leading retail merchants. Practically all of the downtown stores and many of the neighborhood stores belong. This Association aims to protect the users of credit and to make it unsafe for the abusers of credit. No honest debtor has anything to fear from them. In many cases they are better friends to him than he is to himself.

No man can afford to live under a cloud. The Credit Men seek to put you right with the business world. They can not do it single-handed. You must help. If you do not think enough of your reputation, if you would rather live under a cloud and have that cloud spread its shadow over your family and over the family name, they are helpless to help you.

If you think well of yourself and would rather have your children bask in the sunshine of a good name, they can and will help you.

You can pay up, or arrange to do so, and as did the Village Blacksmith, look "the whole world in the face."

OKLAHOMA CITY RETAILERS' ASSOCIATION  
RETAIL CREDIT MEN'S ASSOCIATION

TIMES, FEBRUARY 12, 1919

# DONT'S For Credit Users

**PAY-UP  
TIME**

**Feb. 5 to 15**

DON'T abuse your credit—use it so it will redound to your credit.

DON'T make promises of payment and then forget them.

DON'T promise to pay within 30 days if you think it will require 60 days to meet the debt.

DON'T imagine that because the credit man is lenient that he has forgotten you.

DON'T misstate your ability to pay, your deception will find you out.

DON'T forget that broken promises hurt you more than they hurt your creditor.

DON'T imagine that your credit reputation is left behind when you change residence.

DON'T be afraid to consult with your creditor when circumstances compel you to default in your payments.

DON'T ignore the statements sent you, remit or give an acceptable reason for not doing so.

DON'T forget that your chance to clear your credit rating ends on Saturday night, February 15th.

OKLAHOMA CITY RETAILERS' ASSOCIATION  
RETAIL CREDIT MEN'S ASSOCIATION

TIMES, FEBRUARY 12, 1919



## OKLAHOMA CITY PAY-UP CAMPAIGN

## WHAT—

ARE YOU GOING TO DO  
ABOUT YOUR CREDIT?

PAY-UP

TIME

Feb. 5 to 15

The Credit men report that several credit users have ignored their well-meant invitation to pay-up.

You may not be one of them and here's hoping you are not, but if you are, what are you going to do about it? Are you going to let pride, indifference or whatever it may be, ruin your credit?

The Credit Men do not want to put the "nogood" mark after your name, but, unless you show a good intention, they will have no other choice.

These men have taken you at your word, they have placed confidence in you. Are you going to betray that confidence? They have been lenient with you. Are you going to repay them with indifference? Are you going to turn a deaf ear to their urging?

Are you going to assassinate your own character? Are you going to publish to the world that you are unworthy of confidence, not a fit person to trust?

When these men make their report on you, as they must do, are you going to compel them to give you the "black eye" that will stick for life? It takes years to live down a ruined credit, you know. Many times it is never lived down.

What are you going to do about it? Your option on your reputation has almost expired.

OKLAHOMA CITY RETAILERS' ASSOCIATION  
RETAIL CREDIT MEN'S ASSOCIATION

OKLAHOMAN, FEBRUARY 14, 1919

## STOP, THINK—

DO YOU WANT TO  
BE RATED AS "NG"?

PAY-UP

TIME

Feb. 5 to 15

"N. G." after your name means "no good." Credit men use it in reporting those who do not, or will not, pay their just debts. It is the equivalent of "no credit."

No one from the humblest to the mightiest, is given credit until his or her record is carefully investigated. Every concern that has granted you credit has done so only after a searching inquiry into your record. After you were given credit they have, each and every one, kept a record of your performance.

When you seek credit in the future you will be required to still furnish references. No matter how "good" you may have been in times past, it is what you do now that will count—not what you were but what you are.

In every city in the country there is a carefully kept record of credit users. The information recorded there is interchangeable, much the same as the records of the several police departments. A person with a "no good" mark on the records of New York, for instance, can not obtain credit in San Francisco. Inquiries soon bring the required information regarding your credit record.

All this may not concern you, but, if it does, let us ask you a question—can any self-respecting person afford to allow himself to be rated as "N. G."?

And now, such a rating will be of your own making. You, and no one else, can make your credit record. Your payment or your manifest desire to be on the square, will save your reputation from the "N. G." blot.

You may say you do not care. Perhaps that is true now, but it will not always be true. Some day you will care. The decision you make today, your decision to be known as good or bad, will some day promote or embarrass you.

The Credit men want to save you. They have spent money to lay the case before you. If you have grasped the seriousness of the situation, you will save yourself.

But one day remains of pay-up time, one day to save your reputation. "N. G." is a stigma that will cleave to you. Don't let it fasten its poisonous fangs in your reputation. If you have reason to think that your credit privilege is in doubt go to see your creditor. You and he can easily come to an amicable agreement.

OKLAHOMA CITY RETAILERS' ASSOCIATION  
RETAIL CREDIT MEN'S ASSOCIATION

NEWS, FEBRUARY 14, 1919

## Prompt Pay Maintains Credit



**I**N the interest of those who pay their bills promptly; in the interest of better business, the Association asks the support of everyone privileged with a "charge account" to aid in the movement to encourage prompt pay.

OKLAHOMA CITY RETAILERS' ASSOCIATION  
RETAIL CREDIT MEN'S ASSOCIATION

## PUBLICITY MATTERS OF HOUSTON ASSOCIATION

# Spending Your Money Before You Get It

What David J. Woodlock, of St. Louis,  
Said About It

"The cessation of hostilities does not mean the throwing off of restraint in regard to saving."

"We must still consider the needs of the Government and be careful how we go in debt."

"The great fault of the age is over-buying. **Spending your money before you get it** is an abuse of the CREDIT privilege."

This abuse is flagrant, not only in St. Louis and many other cities, but also in Houston.

The abuse of CREDIT is, in a large degree, due to allowing impulsive desires to overrule good sense.

Buying beyond one's power to pay in the future is the real abuse and one which must be corrected.

A careful analysis of your purchasing power would prevent this—put your credit on a high standing—give you a better rating.

The abuse comes about more through lack of foresight. In other words, am I in position to pay for merchandise purchased today—30 days from today?

If you buy goods today—can you pay PROMPTLY—30 days from date?

Does your present position warrant the expenditures you are now making?

It's time to check up and tomorrow is the time to send a remittance to the firm who through confidence credited YOU on an open 30-day account.

Are you paid UP?

Do you meet your bills promptly?

You must, for the Houston RETAIL CREDIT MEN'S ASSOCIATION is now making a drastic drive on Mr. SLOW PAY.

# Closing Remarks on the Victory Liberty Loan



“WE are asked to pay for things that were never used; we are asked to pay for shells that never were fired; for cannon that never reached the battlefront, but we are asked to pay for those things that helped in a major way to bring this war to an end in 1918 instead of 1919. And the bringing of this war to an end twelve months before we could logically look for it means that we are asked to pay for saving the lives of 100,000 or 200,000 American boys who would have died on foreign soil had the war continued another year.”

*—Extract from a speech by Hon. Lewis B. Franklin,  
Director War Loan Organization, U. S. Treasury Dept.*



# Victory Liberty Loan



Space contributed by

**RETAIL CREDIT MEN'S NATIONAL ASSOCIATION**

Prepared by American Association of Advertising Agencies  
cooperating with United States Treasury Department.



Rand Visible-Name Credit Equipment in Credit Department of Franklin Simon & Co., New York

## 5% Increase in Sales by Speedier Credit Authorization

and minimized losses from bad accounts is the experience of Credit Managers who have installed

### **RAND** Visible-Name Credit Equipment

For example—Mrs. Eaton comes to your store and purchases to the value of \$50.00, and asks for credit. Can she have it? You swing the panels on the **RAND** Revolving Index to "E". There before your eyes is Mrs. Eaton's name, address and other necessary information. Her credit limit is shown by a colored signal—takes only three seconds.

The mechanical perfection of the **RAND** Credit Equipment makes losing or misfiling of names practically impossible because reference does not require the removal of a name-slip or card. It will expand from one name to a million without interfering with alphabetical arrangement. And one authorizer with this equipment can do the work of four on the old style ledgers or card drawers.

#### A Few Users of **RAND** Equipment:

Wm. Filene & Sons, Boston, Mass.  
Best & Company, New York, N. Y.  
John Wannamaker, Philadelphia, Pa.  
Halle Bros., Cleveland, Ohio

Marshall Field, Chicago, Ill.  
Montgomery, Ward & Co., Kansas City  
Broadway Dept. House, Los Angeles  
Furchgott & Co., Jacksonville, Fla.

This equipment has proved profitable for the above users. Shouldn't you investigate it? It helps the small business as well as the large.

#### Send for Literature

Let our Credit Service Department tell you how it can be applied to YOUR Department, and show you in actual figures just what it will profit you. There's no obligation attached, so just drop us a card today.

## The **RAND** Company

1807 **RAND** Building

North Tonawanda, New York

Originators and Patentees of Visible Indexing

